Strategies to Limit Sugar-Sweetened Beverage Consumption in Young Children: Evaluation of Federal, State, and Local Policies and Programs

A Sponsor Perspective

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CHOBANI® FOUNDATION
WHY ARE WE INTERESTED IN THIS TOPIC AND AGE GROUP?
Giving back to our community means:

Improving children’s health
Preventing obesity
Reducing the burden of diabetes

Healthy communities enable people to be productive, lead active lifestyles, and reduce the risk of diet-related illnesses
ARE THERE ELEMENTS IN THE STATEMENT OF THE TASK IN WHICH THE FOUNDATION IS INTERESTED?
Achieving a Healthy Eating Pattern for All Age Groups is a National Priority

Guideline #1

Follow a healthy eating pattern over time to help support a healthy body weight and reduce the risk of chronic disease.

A Healthy Eating Pattern Includes:

- Fruits
- Vegetables
- Protein
- Dairy
- Grains
- Oils

A Healthy Eating Pattern Limits:

- Saturated Fats & Trans Fats
- Added Sugars
- Sodium

The Dietary Guidelines is designed for nutrition and health professionals to help all individuals ages 2 years and older and their families consume a healthy, nutritionally adequate diet.
But Current Eating Patterns Are Far from the Healthy Ideal

Healthy Eating Index Scores are Below Recommendations

All Ages Fall Short on Key Food Groups

What changes occur after 3 years that programs and policies can try to counter?
Added Sugars Intake is Too High, and Mainly Comes from Low-Nutrient Sources

47% of added sugars come from sodas, fruit drinks, and sports/energy drinks: what influences this?

SOURCE: 2015-2020 Dietary Guidelines for Americans
Scientific and Health Authorities Focus on the Nutrient Density of Foods

“Healthy eating patterns can accommodate other nutrient-dense foods with small amounts of added sugars, such as whole grain breakfast cereals or fat-free yogurt.”

“Added sugars can be a part of a healthy dietary pattern. But if consumed in excess, it becomes more difficult to also eat foods with enough dietary fiber and essential vitamins and minerals and still stay within calorie limits.”

“Consumed within recommended calorie amounts, sweetness can offer an effective tool to promote consumption of nutrient-dense foods and beverages.”

“Foods that are low in nutrient density are appropriate [...] when they contribute to the enjoyable flavor of foods with high nutrient density (e.g., a bit of honey added to yogurt).”

“[...] The omission of those sweetened foods might result in decreased student participation as well as in reduced nutrient intakes.”

“SSBs, sweets, and sweetened grains are more likely to have a negative impact on diet quality, whereas sweetened dairy products and presweetened cereals may have a positive impact.”


Changes to the Nutrition Facts Label (2016)


Added Sugars and Cardiovascular Disease Risk in Children (2016)
Simple Shifts Are Needed to Reduce Added Sugars Consumption

Shift from Typical, Calorie-Dense Options to Nutrient-Dense Choices

LOW NUTRIENT DENSITY

- Choose whole grains, and look for options high in fiber
- Choose a homemade fruit smoothie instead of fruit drink or “punch”
- Opt for water, milk, 100% juice or other nutrient-dense beverages.

HIGH NUTRIENT DENSITY

What approaches are used, such as “simple shifts” to more nutrient-dense choices, in programs to illustrate desired behavior changes?
Strategies To Reduce Sugar Sweetened Beverage Consumption

Childhood (0-5 Years) is a Key Window for Supporting Simple Shifts

- While inborn taste preferences are strong drivers, learning is key to shaping food choices
  - Early life experiences, repeated exposure and flavor/sensory profiles are implicated in food preferences

- Children learn from observing their caregivers' behaviors
  - Nutrition gatekeepers are critical partners to ensuring healthy habits

- Healthy eating habits formed in childhood may track into adulthood and influence health status

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Key Stakeholders Are Found Across Multiple Levels

- **Nutrition gatekeepers will help close the loop on messages and actions**
  - Parents, families, doctors, nurses, and teachers are integral for educating children about simple shifts

- **Policymakers can help institutionalize simple shifts**
  - Including local food councils, schools administrators, city governments, child care centers and others

- **Manufacturers, retailers and vendors must be included in efforts**
  - To ensure the availability and accessibility of nutrient-dense over typical, low-nutrient choices
Strategies To Reduce Sugar Sweetened Beverage Consumption Among Young Children

What Are the Strategies Used?

Strategies Targeting Determinants of Food Choice Behaviors

**Why-To**
- Health risks
- Attitudes and perceptions
- Self efficacy
- Social norms

**How-To**
- Action plans
- Knowledge
- Food and culinary skills
- Self-regulation

Supportive Environments
- Social support
- Community actions
- Policies, systems and food environments

**WHAT’S NEEDED:**

An inventory of practices for the future design of innovative, engaging, and sustainable programs at scale within local, state and national communities.

Figure adapted from: Contento IR. (2015). *Nutrition Education: Linking Research, Theory & Practice, 3rd Edition*. Jones and Bartlett; Burlington, MA.
WHAT WOULD SUCCESS OF THIS WORKSHOP LOOK LIKE?

A report that raises awareness of the need for uniform programs, policies, and resources among public and private-sector organizations on reducing the intakes of sugar sweetened beverages by young children can subsequently serve as the catalyst for strategies to achieve best practices. Can serve as a way to unify stakeholders: policy makers at federal, state, and local levels; health professionals and educators/schools, caregivers, research organizations, and the food sector.
THANK YOU

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